



**CANNONBALL**  
KIDS' CANCER

HOST GUIDE

**PARTY WITH A PURPOSE**

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## ABOUT CANNONBALL KIDS' CANCER FOUNDATION

Cannonball Kids' cancer Foundation was founded in 2014 with the mission to fund innovative, accessible research for children fighting cancer to provide better treatments and quality of life, and educate for change.

Our founders know this reality first-hand. Michael and Melissa Wiggins' first-born son, Cannon, was diagnosed with Stage IV high-risk neuroblastoma when he was just 20 months old. They were told he had a 50% chance of survival. They watched Cannon suffer through surgeries and "diluted" chemical treatments meant for adults, which caused him loss of hearing and decay to all of his teeth. They watched their son bleed from the inside out and be dragged to death's doorstep in their quest to save him.

Out of their unwavering faith and commitment, they founded Cannonball Kids' cancer. Out of their anger, they became determined to be a part of the solution. Out of their persistence, they know funding research will unlock the cure. Research Is The Key!

When you **Party with a Purpose** you are helping fund life saving treatment for kids fighting pediatric cancer. Raise money on your schedule. Honor a loved one or celebrate a special day. Fundraise for your birthday. Organize an event or athletic activity at your gym. If you have a special talent or hobby, make that part of your fundraiser. The possibilities are endless.



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ABOUT OUR MISSION

# RESEARCH IS THE KEY

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OUR MISSION IS TO FUND INNOVATIVE, ACCESSIBLE RESEARCH FOR CHILDREN  
FIGHTING CANCER TO PROVIDE BETTER TREATMENTS AND QUALITY OF LIFE,  
AND TO EDUCATE FOR CHANGE.

OUR VISION IS TO CREATE CURES FOR ALL CHILDHOOD CANCERS.

## WHY FUND RESEARCH?

For children diagnosed with cancer, clinical research trials represent a chance. A chance at a cure and a chance to not just survive cancer, but to have thriving futures free from side effects and secondary illnesses brought on by harsh, adult treatments.

Every day a trial is not funded, a child potentially loses that chance. In the United States, the government spends less than four percent of the annual cancer research budget on pediatric cancers, approximately \$185 million. With 50,000 children actively in treatment in the US right now, that's less than \$4,000 spent per child to find a cure. Is that the price you would put on saving a child's life?

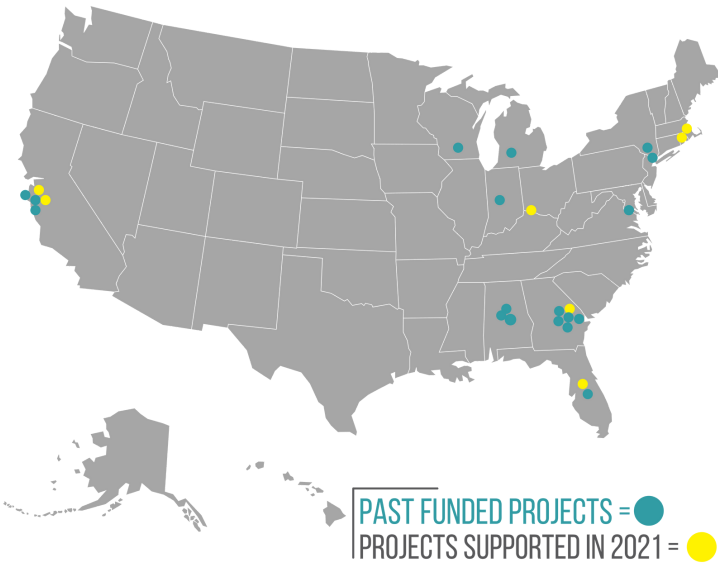
The life-saving trials our children need are largely funded by individuals, people like you who donate to foundations like Cannonball Kids' cancer. By supporting CKC, you are helping contribute to revolutionary research working to save the the lives of children fighting cancer today, childhood cancer survivors, and the generations of tomorrow.



## Research



### FUNDED RESEARCH



### New Grants

CKC awarded three new grants in 2021.

#### Clinical Trials

##### Dr. James Geller

Cincinnati Children's Hospital

##### Dr. Elliot Stieglitz

University of California at San Francisco,  
Benioff Children's Hospital

#### Young Investigator

##### Dr. Joelle Straehla

Dana-Farber Cancer Institute

### Continuing Support

Disbursements for these grants (awarded in prior years) were paid in 2021.

#### Clinical Trials

##### Dr. Theodore Johnson

Children's Hospital of Georgia & Augusta University

#### Young Investigators

##### Dr. Jared Rowe

Dana-Farber Cancer Institute

##### Dr. Lena Winestone

University of California at San Francisco,  
Benioff Children's Hospital

#### Program Grants

##### Dr. Amy Smith & Laura Wieber, MSN, APRN, FNP-BC

Arnold Palmer Hospital for Children

## Education

### Launched The Daily Five Education Campaign

This cycle's education campaign focused on the reality that FIVE children die each day in the US due to cancer. CKC supporters across the country displayed the Daily Five yard signs to educate their neighbors.

### Drafted and submitted language for the 2022 Federal Appropriations Bill

This language outlines the issues in cancer data collection and accessibility across the country and calls for special efforts to be made for childhood cancers.

RESEARCH IS THE KEY 

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## How We Did It



### Record-Breaking Fundraising

The 6th annual CKc Gold Gala saw virtual events and small gatherings held across the country raising **more than \$426,000** - a phenomenal amount proving not even a pandemic could stop the fight against pediatric cancer.

**Corporate Gifts** made a huge impact this year, none more so than Central Florida **Jersey Mike's** stores, which **donated more than \$169,000** to end childhood cancers through their Month of Giving campaign.

**Individual gifts** continue to be the driving force behind CKc's fundraising efforts. **CKc's Founder's Circle**, a monthly-donation society, grew to 34 donors this year providing life-saving sustaining gifts for kids fighting cancer. **Generous donors, led by Buster and Kristen Posey**, contributed **\$195,768** at year-end!

**Third-Party fundraisers** like school fundraisers, neighborhood parties, golf tournaments, 50/50 raffles, and more raised significant donations to fund innovative research and game-changing education.

**Events benefitting CKc:** such as **Sarah's Sporting Clays Against Cancer** raised **more than \$100,000** to support research grants in memory of Sarah Szafranski. **The Gilbane Golf Tournament** in Philadelphia, PA raised **\$100,000** for CKc in 2021. **This brings Gilbane's lifetime support of CKc through this tournament to \$233,500!**

### Impact to Date

**660**  
Options Created

**\$3.02 Million**  
Grants Awarded

**28**  
Grants Funded

**93%**  
First-of-Their-Kind



Together, we continue to seek and fund innovative, first-of-its-kind research and educate for change among the public.

**YOU are changing the status quo for childhood cancer! THANK YOU!**



# 8 HOW TO HOST A PARTY WITH A PURPOSE

## 01 - SET A GOAL

The amount is up to you. Every dollar counts, there is no goal too small. \$500 - \$50,000 or more!

## 02 - PICK A DATE. PICK A THEME. TELL ALL YOUR FRIENDS.

Invite your circle of community, 10-1000 people to join you for an event that can be as casual or as formal as you wish. Backyard barbeque, playdate, book club special event, a formal sit-down dinner, or a private spin class. There are so many possibilities. What do you love? Turn it into your **Party with a Purpose**. The idea is to do what is comfortable for you, your guests, and have a great time together. As a host, your responsibilities include:

- Find and secure the venue—private home, restaurant, community center, etc.
- Send invitations
- Cover all associated party expenses such as food, beverages, decorations, etc. You may send receipts to be counted as an in-kind donation using the in-kind form. *Please note this is not for reimbursement but rather for credit towards your tax-deductible donation total.*
- Use our party planning spreadsheet for help with your timeline, menu planning, and guest needs.

## 03 - SHARE YOUR WHY

Ask your invited guests to support CKc by sharing YOUR WHY story both leading up to the event and during. Take a look further in this packet (page 9) for help crafting YOUR WHY.

## 03 - PARTY DONATIONS

Create an online fundraising page and promote it to your friends, colleagues and family. In just a few simple steps, your page will be ready to take donations for party guests and for those who are unable to attend. To create your fundraising page, email Development Manager Meghan Hedrick at [meghan.hedrick@cannonballkidscancer.org](mailto:meghan.hedrick@cannonballkidscancer.org).

If you collect cash or checks at your event please send them to the CKc office (P.O. Box 547797, Orlando, FL 32854) in a timely manner.





# 9 TELL THE STORY OF CKC CRAFTING YOUR WHY

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The best inspiration is to share your personal story of why you're inspired to fundraise for CKc. By hosting a party, you're helping change the status quo of pediatric cancer research.

Take some time to gather your thoughts on each of the following questions. Use your notes as your WHY when telling your guests about the event.

- How long you've know about CKc
- How you first became involved with CKc
- A child or family you know that has been personally impacted by pediatric cancer
- Why you're inspired to be a part of our mission
- Your personal commitment to raise whatever your goal is
- Announce your personal donation to help meet this fundraising goal

Depending on the location and timing, it's possible to have a representative from CKc at your event. If you are interested in having a team member attend please contact Executive Director Dana Nichols at [dana.nichols@cannonballkidscancer.org](mailto:dana.nichols@cannonballkidscancer.org).

# 10 I'VE NEVER HOSTED A FUNDRAISER BEFORE... WHAT SHOULD I SAY?

Here's a sample email you can send to your guests:

**Subject: Let's PARTY WITH A PURPOSE. We can change the status quo of pediatric cancer.**

Dear <NAME>,

**Each day in the United States, five sets of parents wake up, get dressed, and drive to their child's funeral. This startling fact has rocked my world and stirred me to action.**

Did you know? Childhood cancer is the number one disease-killer of kids in the US, killing five children each day. That's equivalent to an elementary school classroom of kids each week. No one wants to imagine that this could happen to their child. For the parents of these children, the memories they've created are all they have left.

I am an ambassador for CKc, a nonprofit organization funding innovative, accessible research to find less toxic treatments for kids fighting cancer and increasing their quality of life. Childhood cancer is a death sentence or a life sentence, and nothing in between. **But we can change that.**

I'm hosting a **Party with a Purpose** on <Event Date & Time & Location> to raise funds for this critical mission. Can you join me?

<Info on how to RSVP - contact info and RSVP deadline>

I'm asking each guest to make a donation  
<if there is a suggested donation amount put that here>.  
To get things going strong, <insert your commitment, ex: I'll donate the first X\$ or I'll match every dollar you donate up to \$1,000. >

Can't attend but still want to donate? Visit my event page and make a gift today: < Insert your fundraiser link provided by CKc >

Funds raised will go towards research trials that provide hope and treatment to children whose only other option was hospice. By attending my event, you can give families more time together to make memories. Your donation will give kids fighting cancer more time to be kids. For families facing the unthinkable, it means everything.

Join my Party with a Purpose and give children fighting cancer the gift of time.

Warm regards,  
< Your Name >  
< Insert your fundraiser link provided by CKc >

After your event... Please send your guests a thank you for attending. Sample Text:

<NAME>, thank you for **Partying with a Purpose!**

Together, we are changing the status quo of pediatric cancer. Your generosity means more good days and better treatment options for kids fighting cancer, and we are so grateful.

THANK YOU!



# 11 WE'RE HERE TO HELP PARTY PLANNING LINKS

Our google drive folder has many documents to help make your party planning a breeze. Please click any of the links below to go directly to each document or [click here](#) to browse the folder.

- [Party Planning Spreadsheet \(Includes Event Task Timeline, Guest List, & Menu Planner\)](#)
- [Blank Invitation](#)
- [DIY Bunting \(Decor Option\)](#)
- [Props for Photo Booth \(Decor Option\)](#)
- [Slideshow with CKc Info & Stats](#)
- [Signage for Event Day](#)
- [Pledge Forms](#)
- [In-Kind Receipt Form](#)
- [Impact Report](#)

# THANK YOU!

Thank you for joining us in our fight. When you host a **Party with a Purpose** you fund innovative, accessible research for children fighting cancer. Your efforts mean more good days and less toxic treatments for kids. We are so grateful and hope you will continue to join us.

Share your Party on social media with the hashtags:  
#PartywithaPurposeCKC #ImTheKey #ResearchIsTheKey  
Tag us at:



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## #RESEARCHISTHEKEY



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